

Every Employer has a *Special* duty in this fight for Victory



You, who are an employer of labor, are called upon for special leadership in the drive to mobilize Canada's fighting dollars.

To meet war needs, the average Canadian would have to lend his country \$1 in every \$5 of his income *after* taxes and compulsory savings.

The average may not fit your case. Each man's circumstances are his own. He may be able to do better, out of current income and accumulated savings; or he may be unable to reach the average. His share is *every dollar he can possibly spare*.

More than 800,000 employees invested in the last Victory Loan on the Payroll Savings Plan. In some families today there are three or more steadily employed. This time the objective is at least 1,500,000 employees buying Victory Bonds.

A representative of the National War Finance Committee will call on YOU to outline the Payroll Savings Plan. He will give you a book containing full details. Make it your job to explain the plan to your employees, and encourage them to organize a canvass among their own ranks.

Give this representative a good reception. Lend your full co-operation to this vitally necessary plan for mobilizing Canada's fighting dollars *fully* in this critical year of the war.

Organize a "Payroll Savings"

Committee in **YOUR** plant

NATIONAL WAR FINANCE COMMITTEE